From:	Tucker-Potter, Stacy
To:	Rellen Hayes
Subject:	Graphic needed soon
Date:	Thursday, May 30, 2019 10:09:00 AM
Importance:	High

I am working with my design team on getting an announcement in our upcoming magazine. In the examples you sent over, I saw graphics that looked ike the actual mailing they will get from you. Is it possible to get that single image? They are very close to completion on the rest of the content. We were asked very late in the game to add this to the magazine, so it would be helpful if I could get that quickly. I appreciate your help!

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Monday, May 20, 2019 1:34 PM
To: Tucker-Potter, Stacy
Cc: Hughes, Ernie
Subject: Directory Project Announcement

Hi Stacy,

I'm so sorry that you were unable to attend our project start call today. I will be sending you 3 follow-up emails from my call with Ernie. This first one is on creating a project announcement. The other two emails will be on the data deliverables and marketing deliverables. Once you've had a chance to review the emails, I'd be happy to schedule a call at a time that is convenient for you to go over the details. Just let me know what time works for you.

Here is some information to help you publish a project announcement.

- **Creating an Announcement and FAQ Page**
  - Feel free to borrow language from some of our other client's announcements.
    - Examples in attached zip folder
  - An FAQ document has been created for your project. Review and modify as necessary.
    - FAQ document attached
- **Benefits of an Announcement and FAQ Page**
  - We **highly** recommend that our clients send out an announcement about the project (via website posting, email blast, newsletter and/or magazine) and create an FAQ page.
  - An announcement and FAQ page will *reduce* the number of questions/calls to your office when the project is launched.

If you ever have any questions throughout the project, please don't hesitate to call or email me anytime.

Best regards,

Rellen

Rellen Hayes
Publishing Concepts | Account Manager
Proud PCI Associate since 2014

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